

ARBONNE

INTERNATIONAL

From The Desk of:

Lisa Bishop
Independent Consultant

To:

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580
RE: Business Opportunity Rule, R511993

Dear Sir or Madam:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as an Arbonne Independent Consultant. I understand that part of the FTC's responsibility is to protect the public from "unfair and deceptive acts or practices," but some areas of the proposed rule will make it very difficult, if not impossible, for me to sell Arbonne products and sponsor people into the business. Arbonne has done an incredible job of providing OPPORTUNITIES for people to experience many phenomenal products and an opportunity for people to build their own home based businesses. With the number of corporate lay-offs, continued uncertainty of our economic environment and lack "job security," why would the FTC want to jeopardize the American public's opportunity to build their own business and provide financially for their families?

Arbonne is a company with a 26 year track record of integrity that provides a way for everyone, at any level of education, socioeconomic background, ethnicity, etc. to create financial independence. Putting limitations on this seems counter to "the land of opportunity."

One of the most confusing and restrictive sections of the proposed rule is the 7-day waiting period to sign up new Consultants. The proposed waiting period gives the impression that there might be something wrong with the Arbonne opportunity. Under this waiting period requirement, I will need to keep very detailed records when I first speak to someone about Arbonne and keep track of when to follow up. One of the key elements to success in this business has been capturing the enthusiasm and immediate results prospects experience with Arbonne products; the waiting period would potentially limit the ability to grow my business.

The proposed rule also calls for the release of **any** information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It does not matter if the company was found innocent. A lawsuit may incorrectly imply wrongdoing and it seems unfair to disclose lawsuit information unless Arbonne has been found guilty of something. I fear being penalized by the impression a lawsuit would leave, even if I have done nothing wrong.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior Independent Consultants nearest to the prospective Consultant. Would you want your information being provided to total strangers?

I have been an Arbonne Independent Consultant for seven months. I became a Consultant as a means of creating a level of income that will enable me to provide for myself and others in my life. Since starting my Arbonne business, I have developed a team of 50 Independent Consultants across the country and together we are helping our families enjoy better lives.

I believe this proposed new rule would have many detrimental (and unintentional) consequences and I hope there are alternative means to resolving the outstanding issues at hand, without harming the livelihood of millions of successful network marketers, like me.

Please consider the many opportunities that you will be taking away from people who are trying to provide financial security for their families.

Sincerely,

Lisa Bishop